CV

Skills & Interests

Expertise

Consumer Behavior, Food Waste, Sustainable Consumer

Qualification

Scholarly Academic

Academic Degrees

Ph.D. Université Savoie Mont-Blanc, IAE, France, 2017.
Master Orléans University, 2008.

Work Experience

Professor Assistant, SKEMA Business School (August, 2019 - Present), Lille, France.
Assistant Professor, ESDES, UCLy (2017 - 2019), Lyon, France.
Research Associate, Grenoble Ecole de Management (2016 - 2017), Grenoble, France.
Marketing Executive, SC MEDY SRL (2008 - 2009), Cluj-Napoca, Romania.

Intellectual contributions

Articles in Journals

Conference Presentations


BIRAU, M. (2019). Wise consumers use mobile apps to choose healthy food products. EAA (European Accounting Association) Annual Congress, Atlanta, Georgia.


BIRAU, M., Faure, C., Gassmann, X., & Schleich, J. (2018). What are you willing to pay for ugly produce? A contingent valuation model to estimate price premiums and discounts for misshapen produce. MPPC (Marketing and Public Policy Conference), Columbus, United States of America.


BIRAU, M. & Faure, C. (2016). Trust yourself not to waste: a self-confidence mechanism to explain the backlash effects of descriptive norms with application on food waste. MPPC (Marketing and Public Policy Conference), San Luis Obispo, California.


Other Research

2018: BIRAU, M., France Inter ("Food waste", Ideas for tomorrow, June. [Basic or Discovery Scholarship]

2018: BIRAU, M., RCF ("Ugly products and food waste", Economics explained, January 2018). [Basic or Discovery Scholarship]

2017: BIRAU, M., France Info (live discussion on food waste, October 2017). [Basic or Discovery Scholarship]

2016: BIRAU, M., France Inter (Planète environnement, November 2016). [Basic or Discovery Scholarship]

2016: BIRAU, M., France bleu (Interview on food waste, October 2016). [Basic or Discovery Scholarship]
2016: BIRAU, M., RCF Grenoble (*Understand food waste*, Sixth sense, September 2016). [Basic or Discovery Scholarship]

**Professional Service**

**Reviewer: Conference Paper**

2019: AMA Public Policy and Marketing Conference (International).

2019: Marketing and Public Policy Conference (International).

**Reviewer: Reviewer for a Journal**

2020: Appetite (International). Journal review

Initial submission and Round 2
